

1 Little Page  
Air Light  
Photoplay in 2 Reels  
Directed by Harold Beaud  
Author of Photoplay  
Christie Film Company Inc.  
W.S.A.

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# PRESS SHEET

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Bobby Vernon Comedies

C. F. Co.

Bobby Vernon *in*



## "AIR TIGHT"

Directed by Harold Beaudine



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.

1139

## LOUD AND LONG LAUGHTER SIGN OF SUCCESSFUL ENTERTAINMENT

### Bobby Vernon Comedies Always Bring Half an Hour of Excellent Amusement.

Nothing sounds sweeter in the showman's ears than the volleys and roars of laughter which accompany a good comedy.

When these bursts of hilarity greet his ears he knows that his patrons are enjoying themselves—that they are getting one hundred percent entertainment—that his show is a success and that he is making friends and steady patronage.

Bobby Vernon Comedies always supply this half hour of entertainment and it is this quality that has established these comedies among the leaders of the comedy field. Vernon was immensely popular with theatre patrons before he made his own series of comedies and he has greatly increased this popularity since making the comedies which bear his name.

"Air Tight" presents Bobby in a character that he has made famous—the country "hick" type and the two solid reels of rapid and side-splitting comedy in "Air Tight" will advance him several more notches in public favor.

#### The Story

A popularity contest is in progress in the town of Itchville and the prize is to be a shiny new touring car. It is won by Bobby who also gets another prize in the way of a wife. There is a great celebration as they start on their honeymoon.

They stop to say goodbye to Charlotte's mother but she is all dressed up and waiting for them. When they arrive she announces that she is going with them and as there is no room for her in the front seat, they boost her up on top of all their luggage. With her she has her parrot in a cage. She has forgotten to get any bird seed for it and insists that they stop at the next town and buy some.

When they arrive at the town it is almost impossible to find a place to park, but finally do. It is a loading station and while Bobby is in the store, a truckdriver who has a package to deliver, gives the car a push and a terrific traffic jam is the result. Bobby comes out of the store and discovers the car gone and after climbing over a bunch of cars reaches the flivver. They decide the city is no place for them and start for an auto camp.

They reach the Rent Dodgers Paradise and prepare to put up their tent. But not knowing anything about it, they meet with difficulty and a nearby camper tries to help them, but Bobby in trying to get up the tent, pulls down the camper's who becomes infuriated. A fight starts but it is soon stopped by the Sheriff who is also owner of the camp store.

When night arrives, Charlotte's mother, who seems to be general manager, says that she and Charlotte will sleep in the tent and Bobby can sleep outside. He has a rubber mattress which he fills with gas but it



For Electro Order No. 3633-E  
For Mat (Free) Order No. 3633-M

is too full and he has a dreadful time trying to keep it on the ground. He finally nails it down, one end to the tent Charlotte and her mother are in and the other to the tent of the camper alongside. But in the night it breaks loose and sails off, taking with it both tents. Bobby has rolled off of it and tiptoeing over to Charlotte he suggests they sneak off before the other two awake and they start toward the city.

#### WHO'S WHO

in

#### "Air Tight"

Bobby .....BOBBY VERNON  
Charlotte .....Charlotte Stevens  
Her Mother.....Wardena Caulfield  
The Camper .....Eddie Baker

Directed by Harold Beaudine

#### EXPLOITATION

Fish worms are regarded as pretty good bait for fish.

Yet it's pretty safe to say that a fish worm never caught fish in its life.

The fishworms in the earth or in the fisherman's can won't catch fish as long as they are in the earth or in the bait can.

The accessories on the Educational Short Subjects are pretty good bait, too, for catching many extra admissions for your box-office—but they won't catch any dollars for you as long as they are on the shelves of the exchange.

Get your frames filled with posters and the lobby photos in place in their frames; use the slide or the trailer on the screen announcing your coming attractions; use the little "Ad" cuts in your newspaper advertising and the publicity stories in the news columns of your paper.

Trailers are available on this Bobby Vernon Comedy through the National Screen Service. These trailers are excellent exploitation material. Secure them and include them with the advance trailers on your feature productions.

#### PARAGRAPHS

#### For Your Program

Bobby Vernon in one of those screamingly funny comedies, "Air Tight." Two reels of riotous fun.

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Extra added comedy attraction—Bobby Vernon in a two reel laughing treat, "Air Tight."

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In addition to the feature attraction, "Air Tight," with popular Bobby Vernon and a big cast of comedians.

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Oh man! "The Spice of The Program" will be "Air Tight," a two reel comedy with Bobby Vernon.

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You'll laugh 'till you've got a permanent wrinkle in your funny bone when you see Bobby Vernon in "Air Tight," his latest two reel Educational-Bobby Vernon Comedy.

## BOBBY VERNON AUTO-CAMPER IN "AIR TIGHT"

### Don't Leave Home in a Flivver Until You See This Comedy

(Newspaper review for use after showing  
of picture)

Before starting on that trans-continental tour, in the family flivver it would be a good idea to see the new Educational-Bobby Vernon Comedy "Air Tight" which is furnishing a half hour of original fun at the..... Theatre this week.

Bobby has used an auto-camping tour as the basis for his comedy and after witnessing the mishaps that befall Bobby in this comedy, it would be a brave man who would attempt the tour unless accompanied by an experienced camper, for the comedy brings in about all the things that could happen to the uninitiated.

Bobby wins a flivver and a camping outfit in a popularity contest and, with his young bride, sets out in a camping honeymoon, accompanied by his new mother-in-law. Bobby is a country boy and his adventures in the land of the free auto-park and the home of the brave garage bandit have been woven into a particularly clever and amusing two reels of high class comedy.

Vernon is supported by Charlotte Stevens in the capacity of leading lady, with Eddie Baker and Wardena Caulfield in important roles. The comedy was directed by Harold Beaudine.

### CAMPING OUT COMEDY THEME

(Newspaper review for use after showing  
of picture)

Bobby Vernon gets a lot of high comedy out of the perils of camping out as the situation of his latest two reel Educational-Bobby Vernon Comedy, "Air Tight" which is the comedy attraction on the bill at the.....

Bobby starts out into the great open spaces of the West, and gets his fill of tents, frying pans, packing cases and canned beans, a mother-in-law and a weepy bride, campfire neighbors and wandering cats all of which tend to discourage him in his venture as did the rattlesnake and redskin our western pioneers of an earlier date.

Vernon appears in one of his most popular characterizations, that of a "rube" boy. Charlotte Stevens is his leading lady.

One of the cleverest sequences in the comedy deals with the difficulty of finding auto parking space in our cities and the balance of the picture is laid in a typical auto-tourists camp.

## POPULAR COMEDY STAR BEGAN BY PLAYING CHARACTER ROLES



BOBBY VERNON and  
CHARLOTTE STEVENS  
in a scene from  
"AIR TIGHT"

For Electro Order No. 3719-E

For Mat (Free) Order No. 3719-M

### MUCH TOO REAL FOR THIS ACTOR

(Prepared as advance publicity story)

Eddie Baker, well known comedian and character man in Bobby Vernon Comedies, is suffering from "too much realism" in pictures.

During the production of "Air Tight" the latest Educational-Bobby Vernon Comedy which will be at the..... Theatre .....many of the scenes, ordinarily secured out-of-doors, were filmed within the studio on account of rainy weather. In order to make the background look realistic, it was covered with natural shrubs and trees to resemble a mountainside. During the second day of taking pictures in this set, Baker was hit by the most complete case of poison oak which ever struck down a comedian in his prime.

Baker's eyes were completely closed and his infection was so severe that he was confined to his bed for ten days while the company loafed.

### Beard and Wig First Make-up of Young Bobby Vernon

(Prepared as advance publicity story)

Can you imagine Bobby Vernon with a long beard?

Strangely enough, the young star of Educational-Bobby Vernon Comedies, whose face is as well known as that of the man in the moon, got a lot of his first screen experience hiding behind a full beard and a wig while playing character parts with Mack Sennett in the old Keystone days.

Bobby's rise to screen fame has been gradual but he has now climbed to a secure place at the top of the list. Recently he was honored by having the comedies in which he is appearing named after him—a concession that comes to but few comedians. So far Bobby has justified the faith of the producers, for the two reel comedies he has made under his own name have been the best of his career. They include "Bright Lights," "High Gear," "French Pastry," "Great Guns," "Don't Pinch" and his latest comedy success, "Air Tight" which will be at the..... Theatre.....

In these sparkling two reelers, Bobby has appeared as a young man about town, a doughboy in the trenches of France, a struggling artist, a wealthy young man who dons a Buster Brown suit at a masquerade, and as a "Rube" in his latest picture. But never, since the early days on the Sennett lot, has Bobby hidden his well-known face behind the crepe hair.

### CHARLOTTE AGAIN BACK WITH BOBBY

(Prepared as advance publicity story)

Charlotte Stevens will again be seen as leading lady with Bobby Vernon in that star's latest two-reel Educational-Bobby Vernon Comedy, "Air Tight" which will be the laughing attraction at the ..... Theatre .....

Miss Stevens formerly played leads with Vernon, but over a year ago she entered dramatic productions and appeared in many of the season's successes. But she received so many fan letters, asking why she had deserted the comedies that she felt that she must return to the funny films.

It is quite a coincidence that the last picture in which Charlotte was Bobby's leading lady and "Air Tight" are quite similar. It is a story of farm life with Bobby appearing in his familiar and popular "rube" makeup.

## TIMES CHANGE

Rip Van Winkle hardly recognized his home when he awoke from his twenty year sleep. Things had changed quite a bit, even in those slow days.

Things are changing in the motion picture exhibiting business, too, but the changes are not as slow as they were in old Rip's day. Conditions have changed greatly, even in the last few years.

The Short Subjects has come to be recognized as an important factor in the program. It is no longer looked upon as a filler save by a few exhibitors who are as much asleep as Rip Van Winkle was during his twenty year nap.

The men who have kept awake and have kept up to the times have recognized the Short Subject as a definite and valuable box-office attraction. They know, for they have proven to their own satisfaction, that the two reel comedy on their bill is a valuable business bringer and that it will do more than its share at the

box-office if it is properly advertised.

They know from experience that the majority of their patrons are comedy lovers. They are wide enough awake to capitalize on their observation that people enjoy good comedy immensely—and they are business men enough to know that advertising the comedy on their program means a big increase in the box-office receipts.

Advertise the Educational Short Subjects on your program. They are as much a part of your bill as is the longer features.

Many managers and a big percentage of the patrons regard the two reel comedy as half of the entertainment of the whole show.

Bobby Vernon is a good drawing card. His name and one of the little "Ad" cuts illustrated below in your newspaper "Ads" will boost business in a surprising manner.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3720-E  
For Mat (Free) Order No. 3720-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3721-E  
For Mat (Free) Order No. 3721-M

For Three Column Cut on Page One Order  
Electro No. 3722-E Mat (Free) 3722-M

### ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

Trailers Available Through National Screen Service.

### CATCHLINES

#### For Newspaper "Ads"

Bobby Vernon, Charlotte Stevens and a big cast in a hilarious two reeler, "Air Tight."

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More fun packed in thirty minutes of comedy in "Air Tight" than you've had in weeks! Don't miss it.

\*\*\*

All the joys (?) of a camping tour in Bobby Vernon's latest two reel sidesplitter, "Air Tight."

\*\*\*

Two reels of the kind of comedy you always enjoy. Bobby Vernon in "Air Tight," one of his funniest.

\*\*\*

How long can you laugh without stopping? See Bobby Vernon in "Air Tight" and you will find out. It's thirty minutes of continuous fun.

JUN 29 1925

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

Dated at

*Wash D.C.*  
*June 27 1925*

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59

and 60 of the Act of March 4, 1909, of one or both of the deposited copies

of the 2 Prints each entitled Air Fight Two Down Fish  
& Going Great.

deposited in the Copyright Office on 6/27/25 and registered

under Class XXc., No. ©CIL 21610

©CIL 21612

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address \_\_\_\_\_

\_\_\_\_\_ or

to \_\_\_\_\_

at \_\_\_\_\_

Signed

*W. H. Lawrence*  
(Claimant of Copyright)

*filed*  
JUN 30 1925 4 20

JUN 30 1925

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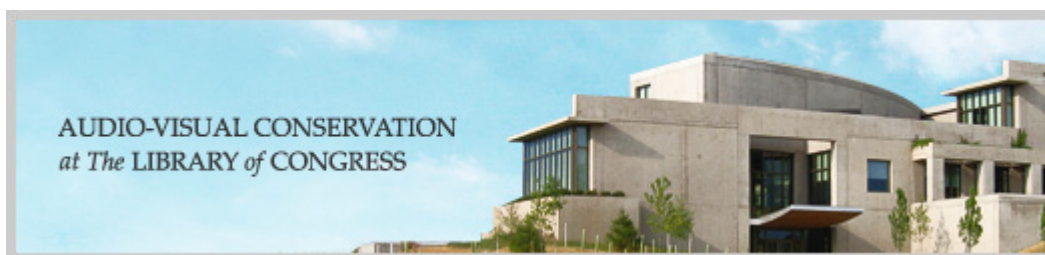
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